

## ORDER



KLAS

**Orders**  
**Order / Rev:** 36949  
**Alt Order #:** 08841952  
**Product Desc:** HELLER/SENATE/REP  
**Estimate:**  
**Flight Dates:** 09/26/12 - 10/02/12  
**Original Date / Rev:** 08/09/12 / 09/10/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** Strategic Media Services  
**Buying Contact:**  
**Billing Contact:**  
 3299 K St. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Heller, Dean R-USS  
**Demographic:** A35+  
**Product Codes:** PO1  
**Priority:** LV2  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	55	\$46,060.00	\$39,151.00
10/01/12	10/02/12	40	\$31,205.00	\$26,524.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	55	\$46,060.00	\$39,151.00	0.00
October 2012	40	\$31,205.00	\$26,524.25	0.00
<b>Totals</b>	<b>95</b>	<b>\$77,265.00</b>	<b>\$65,675.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KLAS	30%	\$77,265.00
Market	100%	\$257,550.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$64,387.50
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$12,877.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/26/12	09/28/12	8 News Now 5a M-F	CM	5-6a	--WTF--	:30	3	\$225.00	LV2	0.00	NM	3	\$675.00
5A NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--			3			\$225.00		0.00			
E 2	8	10/01/12	10/02/12		CM	5-6a	MT-----	:30	4	\$185.00	LV3	0.00	NM	4	\$740.00

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Advertiser: Heller, Dean R-USS  
Product Desc: HELLER/SENATE/REP  
Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 5a M-F 8 News Now 5a M-F 5A NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MT----- 4 \$185.00 0.00														
E 3	8	09/26/12	09/28/12	8 News Now 6a M-F	CM	6-7a --WTF--	:30	3	\$245.00	LV2	0.00	NM	3	\$735.00
8 News Now 6a M-F 6A NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 --WTF-- 3 \$245.00 0.00														
E 4	8	10/01/12	10/02/12	8 News Now 6a M-F	CM	6-7a MT-----	:30	4	\$250.00	LV3	0.00	NM	4	\$1,000.00
8 News Now 6a M-F 6A NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MT----- 4 \$250.00 0.00														
E 5	8	09/26/12	09/28/12	CBS This Morning 7-9a	CM	7-9a --WTF--	:30	3	\$150.00	LV2	0.00	NM	3	\$450.00
CBS This Morning EARLY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 --WTF-- 3 \$150.00 0.00														
E 6	8	10/01/12	10/02/12	CBS This Morning 7-9a	CM	7-9a MT-----	:30	3	\$165.00	LV3	0.00	NM	3	\$495.00
CBS This Morning EARLY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MT----- 3 \$165.00 0.00														
E 7	8	09/26/12	09/28/12	Live w/Kelly	CM	9-10a --WTF--	:30	4	\$250.00	LV2	0.00	NM	4	\$1,000.00
Live With Regis & Kelly LIVE WITH KELLY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 --WTF-- 4 \$250.00 0.00														
E 8	8	10/01/12	10/02/12	Live w/Kelly	CM	9-10a MT-----	:30	2	\$275.00	LV3	0.00	NM	2	\$550.00
Live With Regis & Kelly LIVE WITH KELLY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MT----- 2 \$275.00 0.00														
E 9	8	09/26/12	09/28/12	Price Is Right	CM	10-11a --WTF--	:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
Price Is Right PRICE IS RIGHT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 --WTF-- 2 \$1,000.00 0.00														
E 12	8	10/01/12	10/02/12	Y&R	CM	11a-12p MT-----	:30	1	\$1,925.00	LV1	0.00	NM	1	\$1,925.00
Young & Restless YOUNG & RESTLESS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MT----- 1 \$1,925.00 0.00														
E 13	8	09/26/12	09/28/12	8 News Now Noon M-F	CM	12-1230p --WTF--	:30	3	\$225.00	LV2	0.00	NM	3	\$675.00
8 News Now Noon M-F NOON NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 --WTF-- 3 \$225.00 0.00														
E 14	8	10/01/12	10/02/12	8 News Now Noon M-F	CM	12-1230p MT-----	:30	2	\$275.00	LV3	0.00	NM	2	\$550.00
8 News Now Noon M-F NOON NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 MT----- 2 \$275.00 0.00														
E 15	8	09/26/12	09/28/12	1230-2p Soaps/ LMAD	CM	1230-2p --WTF--	:30	1	\$900.00	LV1	0.00	NM	1	\$900.00
Soaps / Let's Make A Deal BOLD/LET'S MAKE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 --WTF-- 1 \$900.00 0.00														
E 16	8	10/01/12	10/02/12		CM	1230-2p MT-----	:30	1	\$1,315.00	LV1	0.00	NM	1	\$1,315.00



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 Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1230-2p Soaps/ LMAD Soaps / Let's Make A Deal														
BOLD/LET'S MAKE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----				1	\$1,315.00		0.00			
E 17	8	09/26/12	09/28/12	The Talk 2-3P The Talk	CM	2-3p --WTF--	:30	2	\$350.00	LV2	0.00	NM	2	\$700.00
TALK - CBS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--				2	\$350.00		0.00			
E 18	8	10/01/12	10/02/12	The Talk 2-3P The Talk	CM	2-3p MT-----	:30	2	\$350.00	LV3	0.00	NM	2	\$700.00
TALK - CBS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----				2	\$350.00		0.00			
E 19	8	09/26/12	09/28/12	Ellen Ellen	CM	3-4p --WTF--	:30	4	\$325.00	LV2	0.00	NM	4	\$1,300.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--				4	\$325.00		0.00			
E 20	8	10/01/12	10/02/12	Ellen Ellen	CM	3-4p MT-----	:30	2	\$375.00	LV3	0.00	NM	2	\$750.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----				2	\$375.00		0.00			
E 21	8	09/26/12	09/28/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p --WTF-- (4:30 PM-5:00 PM)	:30	3	\$300.00	LV2	0.00	NM	3	\$900.00
4P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--				3	\$300.00		0.00			
E 22	8	10/01/12	10/02/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p MT----- (4:30 PM-5:00 PM)	:30	2	\$350.00	LV3	0.00	NM	2	\$700.00
4P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----				2	\$350.00		0.00			
E 23	8	09/26/12	09/28/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p --WTF--	:30	6	\$375.00	LV2	0.00	NM	6	\$2,250.00
5P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--				6	\$375.00		0.00			
E 24	8	10/01/12	10/02/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p MT-----	:30	4	\$400.00	LV3	0.00	NM	4	\$1,600.00
5P NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----				4	\$400.00		0.00			
E 25	8	09/26/12	09/28/12	630-7p Inside Edition Inside Edition	CM	630-7p --WTF--	:30	3	\$300.00	LV2	0.00	NM	3	\$900.00
INSIDER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--				3	\$300.00		0.00			
E 26	8	10/01/12	10/02/12	630-7p Inside Edition Inside Edition	CM	630-7p MT-----	:30	2	\$325.00	LV2	0.00	NM	2	\$650.00
INSIDER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----				2	\$325.00		0.00			
E 27	8	09/26/12	09/28/12	7-8p Rotator 7-8p Rotator	CM	7-8p --WTF--	:30	3	\$325.00	LV2	0.00	NM	3	\$975.00
ET/INSIDE ED														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--				3	\$325.00		0.00			
E 28	8	10/01/12	10/02/12		CM	7-8p MT-----	:30	2	\$350.00	LV2	0.00	NM	2	\$700.00

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Advertiser: Heller, Dean R-USS  
 Product Desc: HELLER/SENATE/REP  
 Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				7-8p Rotator										
				7-8p Rotator										
				ET/INSIDE ED										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----				2	\$350.00		0.00			
E 29	8	09/26/12	09/28/12	8 News Now 11p M-F	CM	11-1135p --WTF--	:30	1	\$1,550.00	LV1	0.00	NM	1	\$1,550.00
				8 News Now 11p M-F										
				11P NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--				1	\$1,550.00		0.00			
E 30	8	10/01/12	10/02/12	8 News Now 11p M-F	CM	11-1135p MT-----	:30	2	\$500.00	LV3	0.00	NM	2	\$1,000.00
				8 News Now 11p M-F										
				11P NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----				2	\$500.00		0.00			
E 32	8	10/01/12	10/02/12	Letterman	CM	1135p-1237a MT-----	:30	2	\$200.00	LV3	0.00	NM	2	\$400.00
				Letterman										
				LETTERMAN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----				2	\$200.00		0.00			
E 34	8	10/01/12	10/01/12	Mon 9-10p	CM	9-10p M-----	:30	1	\$2,200.00	LV2	0.00	NM	1	\$2,200.00
				2 Broke Girls / Mike & Molly										
				2.5MEN/MIKE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$2,200.00		0.00			
E 35	8	10/01/12	10/01/12	Mon 10-11p	CM	10-11p M-----	:30	1	\$1,900.00	LV3	0.00	NM	1	\$1,900.00
				Hawaii Five-O										
				HAWAII 5-0										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$1,900.00		0.00			
E 36	8	10/02/12	10/02/12	Tue 8-9p	CM	8-9p -T-----	:30	1	\$12,000.00	LV1	0.00	NM	1	\$12,000.00
				NCIS										
				NCIS-C//NCIS:L										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$12,000.00		0.00			
E 37	8	10/02/12	10/02/12	Tue 9-10p	CM	9-10p -T-----	:30	1	\$2,000.00	LV3	0.00	NM	1	\$2,000.00
				NCIS: LA										
				NCIS:L//NCIS 9										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----				1	\$2,000.00		0.00			
E 39	8	09/26/12	09/26/12	Wed 8-9p	CM	8-9p --W----	:30	1	\$8,500.00	LV1	0.00	NM	1	\$8,500.00
				Survivor: Philippines										
				CRIMINAL MINDS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$8,500.00		0.00			
E 41	8	09/27/12	09/27/12	Thu 8-9p	CM	8-9p ---T---	:30	1	\$2,200.00	LV2	0.00	NM	1	\$2,200.00
				Big Bang / 2 1/2 Men										
				BANG/RULES										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$2,200.00		0.00			
E 42	8	09/27/12	09/27/12	Thu 9-10p	CM	9-10p ---T---	:30	1	\$2,300.00	LV2	0.00	NM	1	\$2,300.00
				Person Of Interest										
				CBS COMEDIES										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---				1	\$2,300.00		0.00			
E 44	8	09/28/12	09/28/12	Fri 9-10p	CM	9-10p ----F--	:30	1	\$1,400.00	LV2	0.00	NM	1	\$1,400.00
				Made In Jersey										
				MENTALIST										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--				1	\$1,400.00		0.00			
E 45	8	09/28/12	09/28/12		CM	10-11p ----F--	:30	1	\$4,000.00	LV1	0.00	NM	1	\$4,000.00



